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FOR IMMEDIATE RELEASE

ALICE and Chexology Announce New Integration for a Streamlined, Tech-Enabled Guest Experience

Partnership Puts Hoteliers at a Competitive Advantage by Digitizing the Check-In Process to Boost Guest Confidence, Drive Efficiencies and Maximize ROI

NEW YORK – May 18, 2021 – [ALICE](#), the leading hospitality operations and hotel management platform, today announced its integration with [Chexology](#), a groundbreaking technology that automates transactions involving the exchange of items for a claim ticket, such as luggage storage, coat check, personal items and more. The integration enables hotel employees to link checked items with a guest’s hotel reservation, eliminating the need for a single-use paper ticket and ensuring that items are correctly logged and connected with guest profiles.

The ALICE and Chexology integration digitizes and improves a vital part of the hotel guest experience and streamlines the work done by front of house hotel employees. Together, the two companies provide a contactless and enhanced guest-centric experience, making the check-in process seamless.

“Hotels offer paperless registration, keyless entry and automatic billing so it’s only natural to heighten the guest’s experience with a mobile-first approach at the first and last point of contact,” said Derek Pacqué, Chexology’s founder and CEO. “Paperless check-in eliminates error-prone processes, modernizes systems and reduces the expense of paper to improve our carbon footprint.”

The integration is live at the 512-room [Circa Resort & Casino Las Vegas](#), where employees can check-in guest items with Chexology and search for the guests within ALICE to connect personal items to hotel reservations.

“The team at Circa wanted this integration,” said Will Baez, Circa’s hotel manager. “When guests pay a certain price to stay here, there is something off-putting about having to hand the guest a paper ticket. We are a tech-forward property and the future of Las Vegas.”

Key benefits include:

- Text message communications
- OCR technology
- Stored images of belongings
- Action list to balance assigned tasks
- Assign storage locations
- Search to return and one-touch return
- Multi-Item tagging
- Insights and analytics reporting

“We’re thrilled to integrate with Chexology, further enabling a streamlined guest and employee experience for our partner hotels,” said Dmitry Koltunov, ALICE’s chief technology officer and co-founder. “Guests have come to expect technology and contactless hospitality at every step of their hotel experience, and our partnership with Chexology gives employees the tools to provide that for guests.”

To learn more about ALICE, visit <https://www.aliceplatform.com>.

For more information about Chexology, visit www.chexology.com.

About ALICE

ALICE is the leading all-in-one hospitality operations platform that enables hotel staff to do their most impactful work without all the guesswork. Task management, real-time communication, and operational analytics reduce the complexity and chaos of hotel operations providing the transparency and flexibility needed to run efficiently. Founded in 2013, ALICE works with more than 2,500 hotels and tens of thousands of hotel staff across many of the world’s leading brands, including Marriott International, Hilton Hotels & Resorts, Graduate Hotels, and Grupo Posadas. ALICE is a Top 10 Best Places to Work in Hotel Tech by Hotel Tech Report in 2021, winner of Best Concierge Software, a Top 10 People’s Choice Software and Finalist for its

Preventative Maintenance Software, Housekeeping, and Staff Collaboration Tools, at the 2021 HotelTechAwards. <https://www.aliceplatform.com/>

About Chexology

Chexology (builders of [CoatChex](#)), the Shark Tank-featured company that digitally transformed the coat checking industry, uses groundbreaking technology to automate any transaction that involves the exchange of items for a claim ticket, such as luggage storage, coat check, rentals, personal items and more. The company eliminates millions of single-use paper claim tickets each year. Using a text-based application that modernizes checkrooms, Chexology delivers an unprecedented guest experience and provides data-driven insights to optimize hospitality management. Chexology's clients include Barclays Center, Circa Casino and Resort, House of Blues Boston, ICC Sydney, Javits Center, Live Nation, MoMA, among others. For more information about Chexology, visit www.chexology.com or follow @chexology on [LinkedIn](#).

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Note to editors: Interviews with Chexology Founder and CEO Derek Pacqué and ALICE CTO and Co-founder Dmitry Koltunov available upon request as well as images and video.